



Canadian Stroke Network

Réseau canadien contre
les accidents cérébrovasculaires

Becoming a Public Health Advocate

Championing Public Health Nutrition, 2010



Networks of Centres
of Excellence
Réseaux de centres
d'excellence



A brief history...

The Yellow Emperor's Classic of Internal Medicine written in China over 2,000 years ago:

“Hence if too much salt is used for food, the pulse hardens”



- USA 1969 – Calls for voluntary sodium reductions (CSPI)
- Finland 1979 – Government campaign initiated
- WHO 2002 – Recommends intake $\leq 2,000$ mg/day
- UK 2004 – Government campaign initiated





2005 - What is Canada doing to address high sodium consumption?

Given that high sodium consumption is a major cause of strokes:

What are **we** doing to address high sodium consumption?





A brief history of action...

2005/2006

- CSN & BPC partner on sodium action
- March 2006 Lobby HC to include Na in Food Guide
- April 2006 Launch media campaign: brief Sharon Kirkey (CanWest)

“Hidden salt puts Canadians’ health at risk”





A brief history of action...

“Salt content in Canadian food staggering compared with other nations” WASH 2006

2007

- **Food Guide addresses sodium**
- **Canadian consumption data released**
- **Publications on impact of sodium (BP, \$, CVD)**





A brief history of action...

- **October 2007: Press Conference National Press Gallery. 17 health groups endorse sodium policy document.**

News Release – Oct. 25, 2007: Working Group on Dietary Sodium Reduction announced.

"Cardiovascular diseases are the number one cause of death for Canadians, and sodium intake is one of the largest controllable factors that contribute to these diseases," said Health Minister Clement.





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CANADIAN STROKE NETWORK

REDUCING THE IMPACT OF STROKE

WINTER 2007/2008 VOLUME 7 NUMBER 2

SODIUM KILLS 30 CANADIANS EVERY DAY



**SHAKEDOWN
ON SALT**

CSN leads fight against
food additive.

**FAILING THE SODIUM
CHALLENGE**

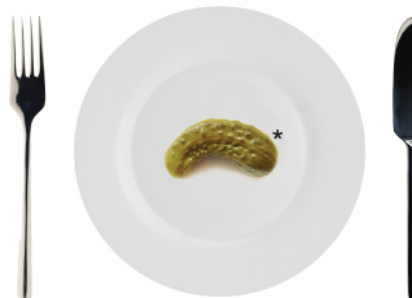
Eating low-salt harder
than you think.

**SALT COMES OUT
IN WASH**

Global campaign
brings progress.

WWW.CANADIANSTROKENETWORK.CA

Sodium
it's everywhere!



* Recommended intake of sodium for an adult: 1,500 mg per day
Amount of sodium in one large pickle: 620 mg

Sick of it ?
Sodium101.ca
Get the facts



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Sodium

mg per serving
mg par portion

High
élevé **400+**

Medium
moyen **200-400**

Low
faible **0-200**



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Public Awareness

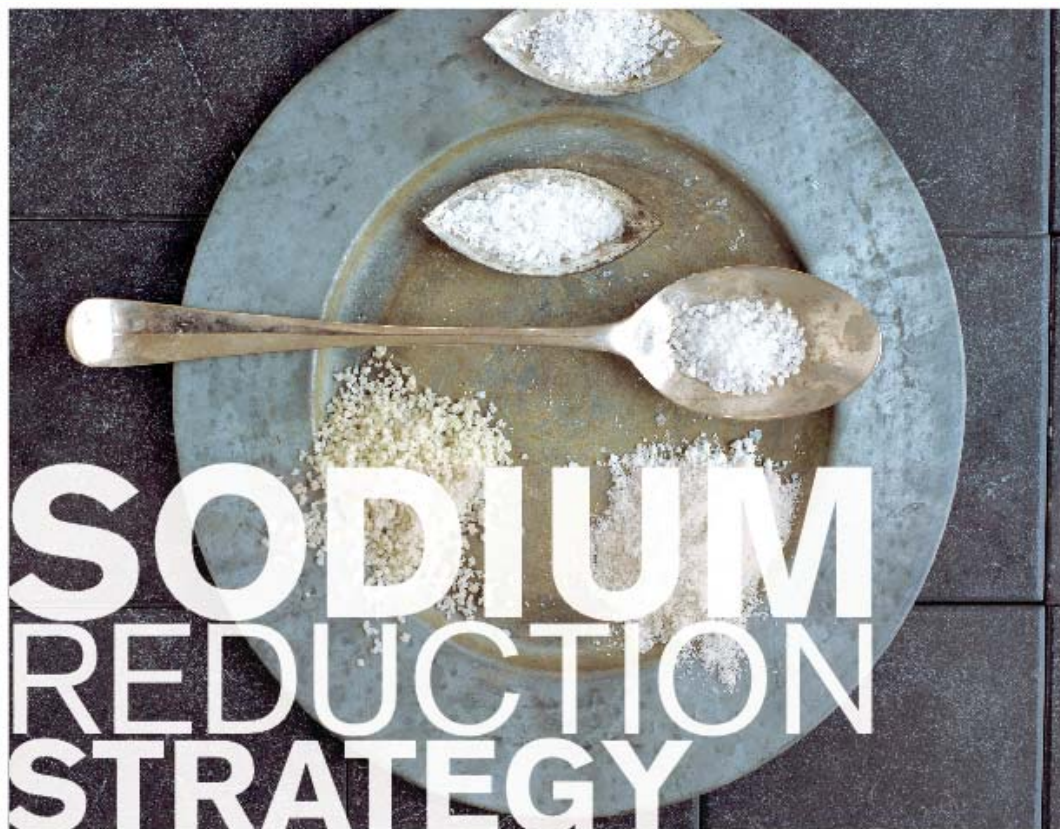
- Salt Lick Award
- Bus-ad campaign
- World Hypertension Day
- Policy Paper (CMAJ)
- Health Minister briefings
- Standing Committee on Health
- Media maintaining pressure on SWG





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SODIUM REDUCTION STRATEGY FOR CANADA

Recommendations of the
Sodium Working Group

July 2010





Are we done?

- IOM Report April 2010: Voluntary action interim strategy, pending initiation of stepwise mandatory standards
- Monitoring progress, evaluating impact, advocating for further action





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Many other individuals and organizations WASH, CSPI,
HC, HSFC, FCPC, Media, etc

